

Abstract

The bachelor thesis “Airline Branding: Perception of Airline Brands on the Czech Market by Generation Y” discusses branding in the airline industry. The theoretical part firstly uses basic marketing concepts to define individual attributes of the industry. The work then describes the theory and essential principles of branding, focusing mainly on specific characteristics of the airline segment. Thereafter, single aspects such as branding, positioning, segmentation, brand equity building, and strategic brand management are analyzed. Within the theoretical part, significant differences and fundamental characteristics important for the success of airline brands are presented. In the second section of the theoretical part, Generation Y is defined. The chapter explains the thinking process of this generation, media consumption habits, and specifics of marketing communication targeting Generation Y. The research part examines the perception of airline brands by Generation Y in the Czech Republic, as this target group becomes more relevant and important for the air travel market. The first part researches spontaneous and aided recall of airline brands. Presented research also studies preferences in individual parts of the airline services, and analyzes the basics of travel behavior of this generation. The key part of research deals with the subjective perception of particular airline brands on the Czech market. A subjective perception map of all airline brands operating in the Czech Republic is presented as the result of the research work.